



Mobile Money: The Key to Financial Inclusion

By mPay Connect, Inc.

February 2014



Menekse Gencer Bio



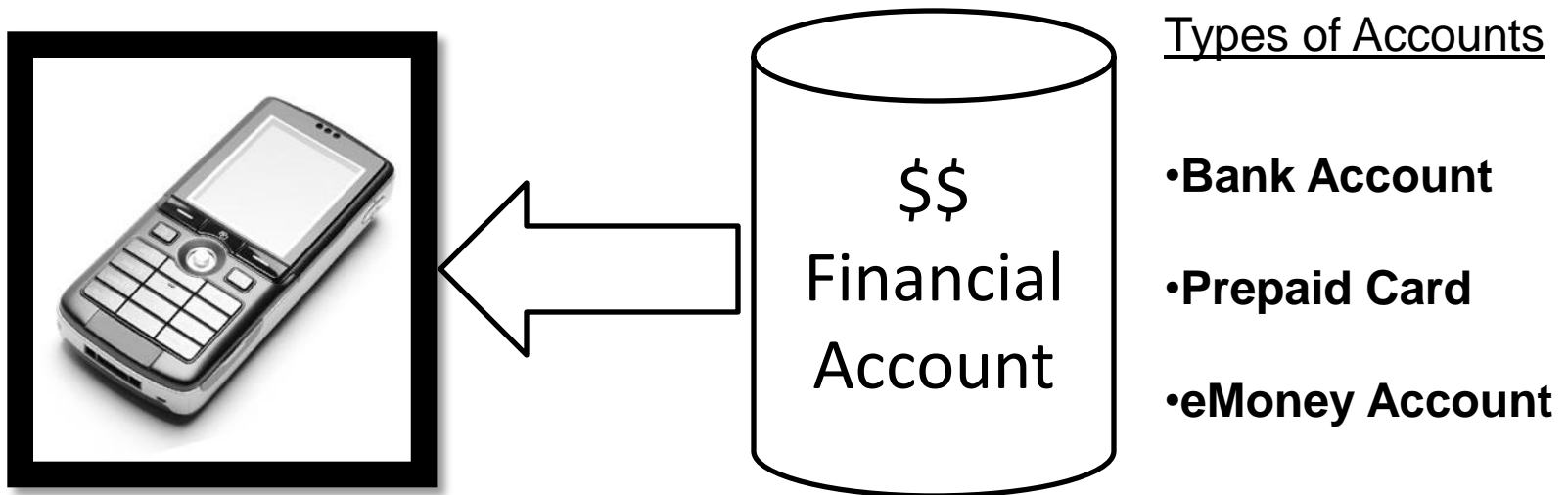
- **20 years** of experience in **mobile, high tech, alternative payments** with **7 years of experience in mobile payments**
- **Led PayPal Mobile** Business Development for North America. Secured PayPal's first mobile money offering with a mobile operator
- Founder of **mPay Connect** Consulting Services
- **Harvard BA in Economics, Wharton MBA**
- **Published reports** with **The World Economic Forum, The mHealth Alliance, and MIT Press: The Innovations Magazine**
- **Global conference speaker** in Middle East, U.S., South Asia, and Africa
- **Bill and Melinda Gates Technology Advisor**

Agenda

- What is Mobile Money?
- Why does it matter?
- State of mobile payments globally
- Opportunities and Challenges in the U.S. for the unbanked

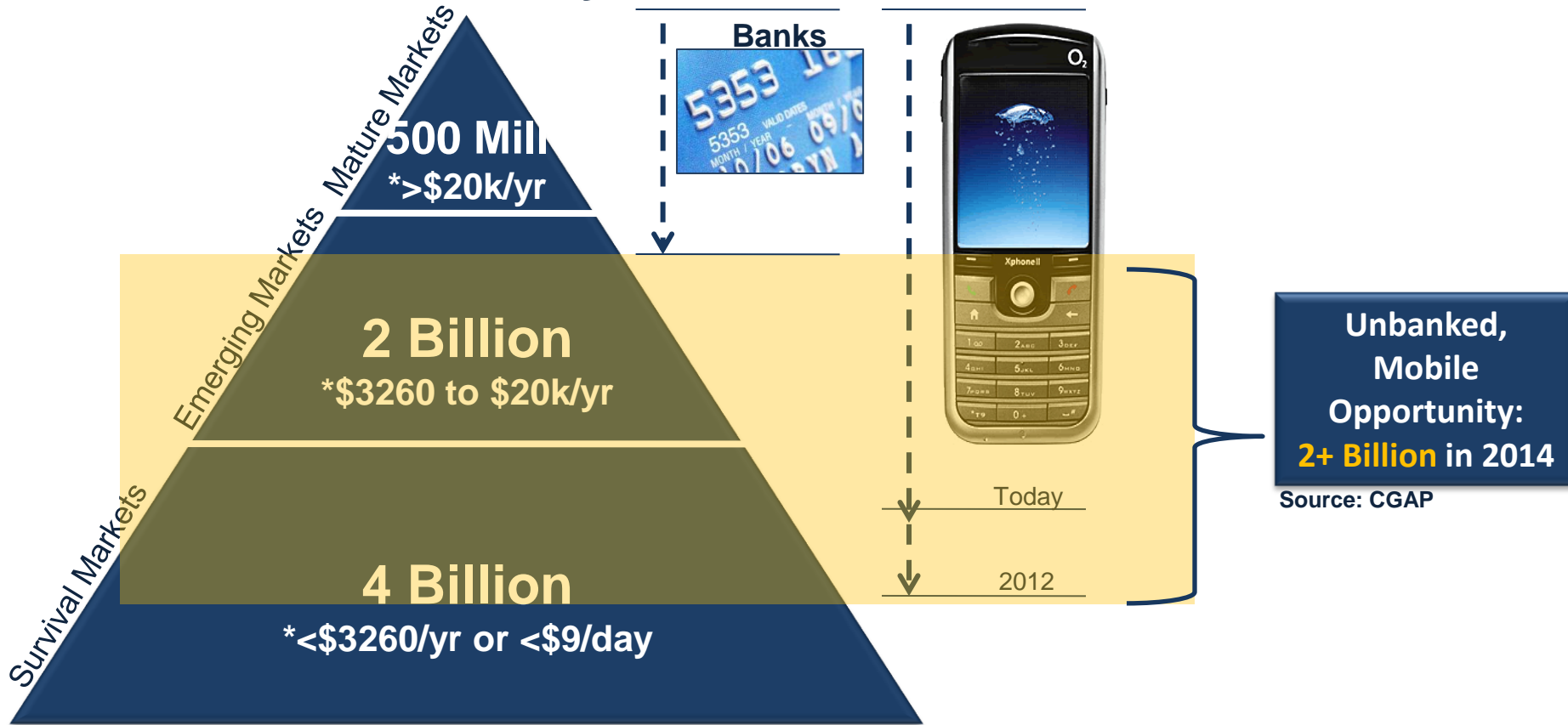
What is Mobile Money?

Using the mobile phone as a channel to conduct payments, account management, and other financial services



Why does it matter?

World Economic Pyramid



Source: World Resources Institute
(*Individual Annual Income: 2005 USD Purchasing Power Parity)

Why does it matter?

Unbanked Customers

Address significant pain points associated with cash



Mobile payments are...

- Safer than cash
- Faster than cash (over distances)
- Easier to manage than cash
- More traceable than cash
- More accessible than cash



Mobile money accounts provide...

- Access to Credit
- Access to Savings
- Access to Insurance



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U.S.

Police, Banks Help Undocumented Workers Shake 'Walking ATM' Label

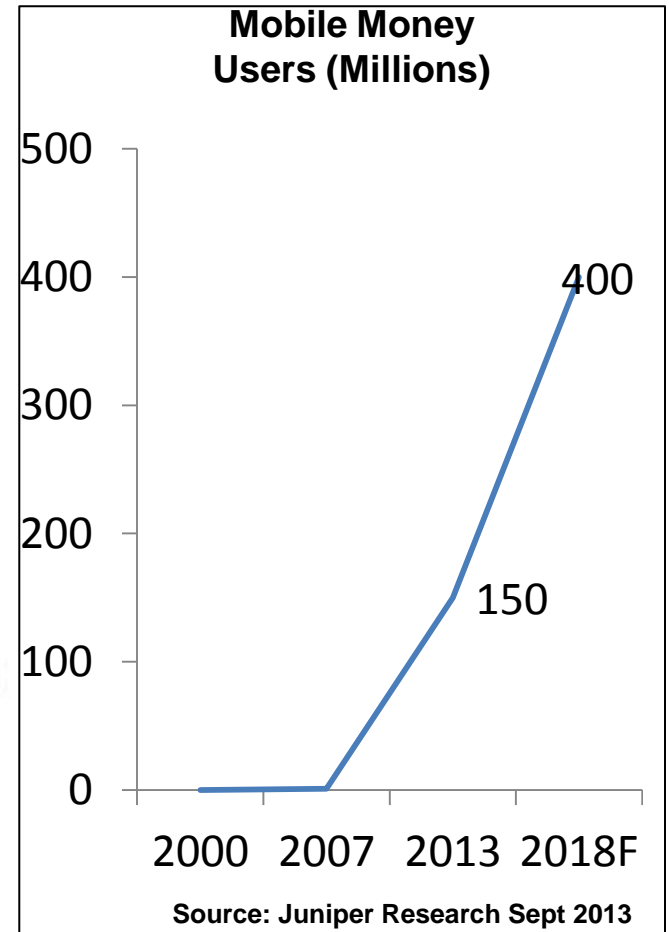
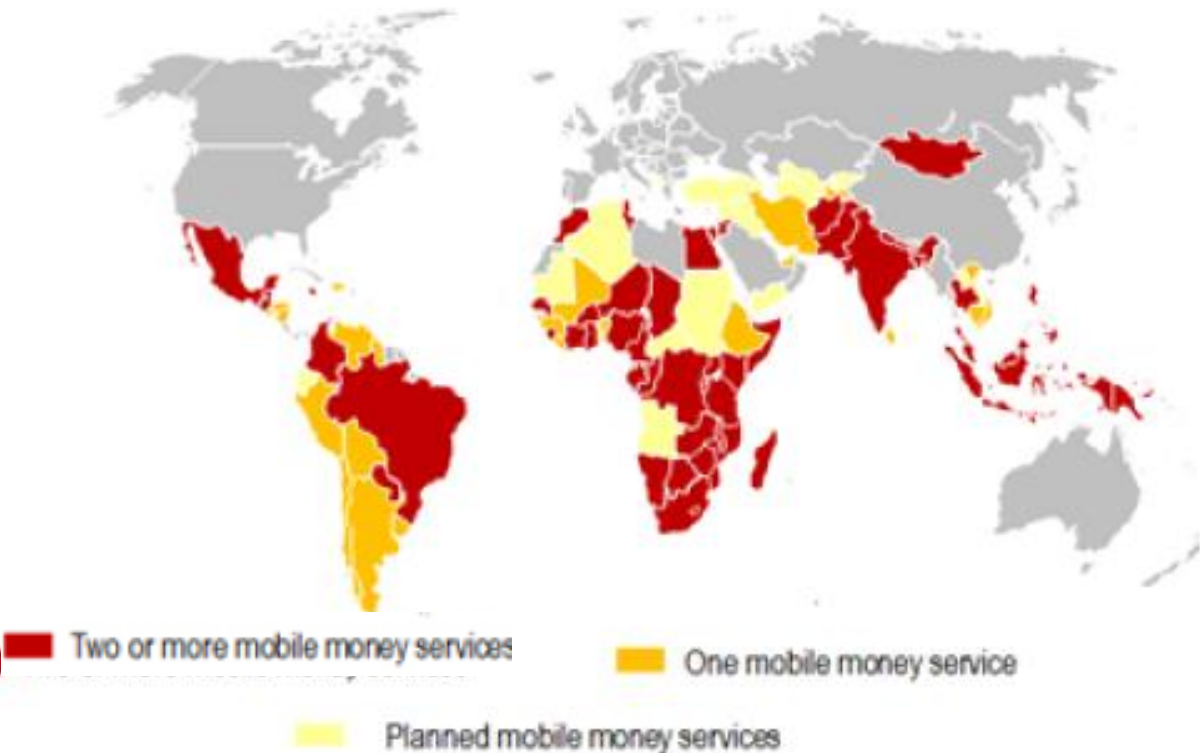
by LAURA SULLIVAN

January 20, 2014 3:27 AM

Lack of other financial services

Over 200+ deployments world-wide with over 150 million users by 2014

Mapping mobile money services for the unbanked – October 2013



Opportunities and Challenges in the U.S./California

Opportunities

- 60-100 million under- and un-banked in the U.S.
- Mobile ubiquity
- Lack of savings, credit, insurance
- Largest remittance sending nation world-wide

Challenges

- Heterogeneous socio-demographics with different needs/behaviors
- Cash-propensity behaviors
- Lack of mobile money traction in U.S.
- Mismatch between high tech mobile money startups and understanding of unbanked needs/behaviors

Questions?
